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#### **FOR IMMEDIATE RELEASE**

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PHOTOS: <http://tinyurl.com/jacksons-photos>

### **A4 Presents Jackson's Ride the Gorge**

When 12 year old Jackson Hill passed away from sarcoma, his family transformed the tragedy into action by forming Jackson's Ride the Gorge, a fundraising bicycle ride presented by A4. Hundreds of cyclists will tour the Columbia River Gorge on July 18th, 2009 to support the Northwest Sarcoma Foundation, the leading non-profit organization committed to providing support to patients and families living with this specific cancer.

With A4's support, hundreds of cyclists will roll along gorgeous routes to bring in thousands of dollars for the Northwest Sarcoma Foundation. Every participant will raise a minimum \$100, and many will raise hundreds more to support this important cause. "The participant fundraising that fuels Jackson's Ride the Gorge directly aligns with A4's passion for community involvement," says A4 president Mark Mertens. A4 hopes that the sports industry will participate or make tax-deductible donations directly through the event website, [JacksonsRideTheGorge.org](http://JacksonsRideTheGorge.org).

The Fourth Annual Jackson's Ride the Gorge honors the legacy of Jackson Hill, a young boy who loved sports, cycling and spending time in the Columbia River Gorge - even after the disease claimed his left leg. His parents Melissa and David Hill have long been active in the sports industry - Melissa as a running coach and David as a sports industry executive at Wilson, Nike, and now A4. "My husband and I vowed, as Jackson grew weaker, we would do everything in our power to help other children and families avoid our fate," says Melissa Hill.

#### **ABOUT THE NORTHWEST SARCOMA FOUNDATION**

The Northwest Sarcoma Foundation is a nonprofit foundation committed to providing education and support to patients and families living with this specific cancer. Their goal is to create and actively

participate in the direction of a national alliance with other sarcoma foundations and affiliated groups guiding a coalition among private and public concerns furthering research for a cure of sarcomas.

#### **ABOUT A4**

The 37-year old Los Angeles based company has become a pioneer in the active wear and athletic sportswear industry. They offer football, basketball, soccer, baseball, and softball uniforms for schools, clubs, and universities. Their expertise has resulted in perfecting the company's manufacturing process to deliver quality goods to the professional athlete, team and recreational sports enthusiast at the best possible prices. For more information on A4, please visit [A4.com](http://A4.com).

#### **ABOUT THE RIDE**

Jackson's Ride the Gorge on July 18th, 2009 offers an opportunity to explore the Columbia River Gorge the best way possible - with incredible support and two wheels quietly whirring along scenic rural roads. Rest stops every 15 miles on the well-planned route will keep you fueled with delicious treats. Three route options - a 14-mile family ride, a 50-mile course and a 100-mile course - make this event perfect for cyclists of all skill levels. More information: [JacksonsRideTheGorge.org](http://JacksonsRideTheGorge.org)

#### **PHOTOS**

<http://tinyurl.com/jacksons-photos>